

A Study on the Value System of Nujiang Lisu Costume in Yunnan, China

Yangyang Zhu

Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak, Kota Samarahan, 94300, Malaysia

College of Fashion, Henan Institute of Science and Technology, Xinxiang, 453003, China

Faridah Binti Sahari

Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak, Kota Samarahan, 94300, Malaysia

Abstract: As an essential part of China's intangible cultural heritage, the Lisu costume in Nujiang, Yunnan, has accumulated rich value after long-term development. In recent years, China has attached great importance to protecting intangible cultural heritage, and the government has increased its efforts to excavate and protect national culture. Under the background of the upsurge of traditional cultural protection, the preservation of Lisu costumes located in remote areas of China is gradually receiving attention. The value of Lisu costumes should be explored in depth to provide the internal driving force for the sustainable development of the ethnic costume. This article uses the methods of fieldwork survey, questionnaire survey, and inductive analysis to conduct a comprehensive research. The researcher personally felt and verified the value of Lisu costumes through the method of fieldwork, collected statistics on the attitude of Lisu people about the costume value through the method of the questionnaire survey, matched the multiple values of Lisu costume into Stolovich's artistic value system theory through the method of inductive analysis. The researcher concluded that the Lisu costume has fifteen types of costume values, and eventually constructed a complete framework of the Lisu costume value system. The results of this research provide reasonable ideas for the evaluation of the Lisu costume value in contemporary society. They are suitable for self-evaluation of Lisu costumes in Nujiang, to understand the significance and value of the costume in modern society, as well as to form a scientific and effective basis for the conservation and development of Lisu costume.

Index Terms: Value system, Costume, Stolovich, Lisu ethnic, Nujiang Prefecture.

1. Introduction

Traditional Lisu costumes are the characteristic cultural content of the Nujiang Lisu Autonomous Prefecture in Yunnan and an essential part of China's intangible cultural heritage. As the protection of China's intangible cultural heritage continues to deepen, there are higher expectations for developing traditional ethnic folk culture. The Lisu costume has retained a rich connotation during its long historical development. In today's society, these connotations are gradually transformed into values for the survival of the ethnic costume, which becomes the internal driving force for the sustainable development of the ethnic costume. However, how to judge the importance of traditional Lisu costume and the current development situation of the ethnic costume, whether it has been well protected and developed, and how is the ecology of their sustainable development is still inconclusive in Chinese academia. To this end, the researcher attempts to explore and confirm the multiple values of Nujiang Lisu traditional costumes in the current social development, and to establish an evaluation system for the value of Lisu costumes. It is hoped that the significance of the existence of this ethnic costume can be determined through the multiple values of Lisu costumes, and the basis for the scientific evaluation of Lisu costumes can be provided based on the framework and model of the costume value system, to promote the sustainable development of Lisu costumes. At the same time, deepening the research on the value of Lisu costume can contribute to the development of Chinese minority costume culture, and provide more opportunities for innovation and application for the development of traditional Chinese costume in contemporary life.

2. LITERATURE REVIEW

To explore the various values of the Lisu costume more comprehensively and scientifically, the researcher has collected a large number of relevant literatures on the value of Chinese minority costumes by previous scholars, hoping to find the value types which closely related to Lisu costume from these documents. The specific method for the researcher to collect data is based on the keywords of costume value, ethnic costume, ethnic costume value, costume culture, Lisu, Lisu costume, and Lisu costume culture, etc., and then search separately. After collection and aggregation, the views on the value of ethnic costume are as follows: